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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**APPLICANTS:** Simon Tong and Mark Pearson

SERIAL NO.: 10/661,741

**Group Art**  
**Unit: 2167**

**FILED:** September 12, 2003

**Examiner:** LEWIS, Cheryl Renea

**FOR:** **Methods and Systems for Improving a Search Ranking Using Population Information and Click Data**

**Attorney Docket No.: 53051/288305**

**MAIL STOP AF**  
**Commissioner for Patents**  
**P. O. Box 1450**  
**Alexandria, Virginia 22313-1450**

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**Ordeen Kadian**

### AMENDMENT AND RESPONSE

**Sir:**

In response to the Office Action dated August 24, 2006, please consider the following amendment and response:

Amendment of the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 13 of this paper.

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